grated within apparatus **400**. However, apparatus **400** and machine-readable tag **450** are associated with each other so that the machine-readable **450**, upon receiving an excitation signal, is configured to transmit information at least identifying associated apparatus **400**.

**[0055]** According to one embodiment, machine-readable tag **450** is a passive RF transponder and/or tag that require external energy for operation. Machine-readable tag **450** is provided with means, such as an antenna coil, for separating RF energy from received signal. The received signal may then be analyzed by a microchip and a response signal may be transmitted including, at least identification information identifying associated apparatus **400**. The transmitted identification information may include information suitable for initiating establishment of a wireless communication connection with apparatus **400**. Depending on the embodiment, the transmitted identification information may comprise identification information relating to either of short-range communication module **430**, or long-range communication module **440** of apparatus **400**. According to one embodiment, the identification information comprises at least a Bluetooth address of apparatus **400**.

**[0056]** As the machine-readable tag **450** is physically separated from apparatus **400**, it may take any physical form, such as a small detachable sticker that can be attached to some other physical object such as inside or outside furniture, wall or any kind of poster and/or leaflet made from basically any type of material, or like. Alternatively, the machine-readable tag **450** may be integrated into some other object, such as in-house or outside furniture, or wall of a building, or like depending on the embodiment.

**[0057]** FIG. **5** illustrates an example method **500** as a flow diagram showing operations for initiating establishment of a wireless communication link according to an example embodiment of the present invention. Method **500** starts with block **510**, where an apparatus, such as apparatus **200**, machine-reads a machine-readable object, such as machine readable tag **350** or **450**. Machine-reading comprises according to one embodiment transmission of one or more interrogation signals to power up the machine-readable object and receiving of information from the powered machine-readable object. Then, on block **520** the received information is processed and analyzed for example by control module **210** of apparatus **200** to determine whether the received information includes at least information identifying an apparatus associated with the read machine-readable object. According to one embodiment, the information received from the machine-readable object may further include a dedicated indication, such as a "machine-readable tag read" flag or parameter.

**[0058]** According to one embodiment, the information identifying the apparatus associated with the machine-readable object comprises devices address, such as Bluetooth address usable in connection with Bluetooth™ communication protocol or similar Media Access Control (MAC) address usable for example in connection with Wi-Fi communication protocols, or like. Upon receiving at least the device address in block **520**, apparatus, such as apparatus **200** of FIG. **1**, may process the received information including the device address and identify communication protocol with which to initiate connection establishment with the device associated with the machine-readable object, such as apparatus **300** or **400** of FIG. **1**.

**[0059]** Example data records received from a machine-readable object, such as a NFC tag according to an example embodiment, including Bluetooth™ carrier configuration is shown on FIGS. **6**A and **6**B. As shown on the example data record of FIG. **6**A, the data record **610** received from a machine-readable object may include an alternative carrier indication **625** included in the NFC communication record **620** portion of the data record **610**. Bluetooth™ configuration record **630** portion of the data record **610** may comprise device address (BD_ADDR) **632** of the associated device, such as apparatus **300** or **400** of FIG. **1**, which is used when establishing a connection with the of the associated device. Additional information included in the Bluetooth™ configuration record **630** may include a class of device indication **634**, which informs the device type of the associated device, Bluetooth™ local name **636** and Pairing parameters **638** that can be used when establishing a secure connection with the associated device, such as apparatus **300** or **400** of FIG. **1**. According to an example embodiment of the present invention, similar data record can be used for the purposes of setting up a Wi-Fi connection, wherein the Bluetooth™ configuration record **630** may be replaced with Wi-Fi carrier configuration record including information, such as a Service Set Identifier (SSID) that identifies the network through which to connect with the associated device, and other related information, such as authentication and/or encryption type information, or like.

**[0060]** According to one embodiment, the information received from the machine-readable object may include identification information relating to several communication protocols, such as both the Bluetooth™ configuration record and the Wi-Fi carrier configuration record described above, so that the receiving apparatus may select one of the communication protocols for connecting with the wireless communication device associated with machine-readable object based on its preferences and/or needs relating to the connection establishment.

**[0061]** Referring back to method **500**, in case it is determined in block **520** that the received information includes at least identification information of a wireless communication device associated with the machine-readable tag, such as device **300** or **400** of FIG. **1**, connection establishment with the wireless communication device is initiated with an indication that associated machine-readable object has been read as shown in block **530**. The received information may include, in addition to the information identifying the apparatus associated with the read machine-readable object, a code or similar indication that may be included in the connection establishment initiation to provide an additional parameter indicating that an associated machine-readable object has been read. According to one embodiment of the present invention, the code or similar indication may include further information, such as a serial number and/or a character string, which may more or less unique for the machine-readable object that can be considered as some sort of a guarantee that the specific machine-readable tag was really read by the apparatus. The apparatus receiving the additional information through machine-reading may then use this additional information as an additional "proof" during connection establishment with wireless communication device associated with the machine-readable object. By providing such information to indicate that the apparatus, such as apparatus **200** of FIG. **1**, has read associated machine-readable tag, wireless communication device, such as device **300** or **400** of FIG. **1**, can be sure that the apparatus initiating connection establishment is not just faking that it has read associated